

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Schmeyer et al.)	Examiner:	Murali Dega
)		
Serial No.:	10/788,495)	Group Art No.:	4176
)		
Filed:	February 27, 2004)	Docket No.:	15328.01US3
)		
Title:	System And Method)	Confirm No.:	7434
	For Providing)		
	Consumer Rewards)		

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT
(37 C.F.R. § 1.97(b)(3))

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

Pursuant to 37 C.F.R. § 1.56, the items of information listed on the enclosed Form PTO/SB/08a is brought to the attention of the Examiner.

This statement should be considered because it is submitted in accordance with 37 C.F.R. § 1.97(b)(3), before the mailing of a first Office action.

In accordance with 37 C.F.R. § 1.98 (a)(2), a legible copy of each reference listed on this Information Disclosure Statement (other than U.S. Patents and U.S. Patent Application Publications) is enclosed.

Pursuant to 37 C.F.R. § 1.98(d), copies of references previously submitted to, or cited by, the Office in an earlier application are not enclosed.

The previously filed Application upon which the current application relies for an earlier filing date under 35 U.S.C. § 120 is:

- U.S. Patent Application No. 09/802,082, filed on March 8, 2001.

In accordance with 37 C.F.R. § 1.104, no representation is made that a reference is "prior art" within the meaning of 35 U.S.C. §§ 102 and 103 and Applicant reserves the right, pursuant to 37 C.F.R. § 1.131 or otherwise, to establish that the references are not "prior art." Moreover, Applicant does not represent that a reference has been thoroughly reviewed or that any relevance of any portion of a reference is intended.

Consideration of the items listed is respectfully requested. Pursuant to the provisions of MPEP 609, it is requested that the Examiner return a copy of the attached Form PTO/SB/08a marked as being considered and initialed by the Examiner, to the undersigned with the next official communication.

It is believed that no fee is required for this submission. To the extent any fee is required, it may be charged to our firm's deposit account no. 502,261.

Respectfully submitted,

Date: 5/16/08

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Certificate of Electronic Transmission Under 37 C.F.R. § 1.8: I hereby certify that this correspondence is being transmitted to the United States Patent and Trademark Office using the EFS-Web System on May 16 2008.

/Elizabeth A. Kostiuk/

NGEDOCs: 1530634.1